Analytical Study on AI-Generated Brand Personalities: Reshape Consumer Trust and Purchase Intent with Synthetic Influencers and Conversational AI

Synopsis of the Research Proposal

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Abstract

In this study, we analyze the emerging trends in digital marketing, the development of advanced technologies, and artificial intelligence for branding. The research study evaluates how AI-generated brand personalities, such as synthetic influencers and conversational AI, influence consumer trust and purchase intention through personalized recommendations and social interactions on digital platforms. In this study, we employed a mixed–method approach including consumer surveys and experimental designs, which includes consumer perceptions, attitudes, and behavioral intentions in the responsive reaction by consumers while interacting with the AI-generated brand personalities as compared to traditional human influencers. The Ethical and managerial considerations surrounding transparency, manipulation, and data privacy are also analyzed to provide a holistic understanding of the interaction of consumers with these AI-generated brand personalities. The findings of this study aim to contribute to marketing communication and human–AI interaction, providing actionable insights for brands, agencies, and policymakers on designing transparent, trustworthy AI-driven marketing strategies. The findings also aim to provide an analytical study for marketers on optimally leveraging AI-generated brand personalities while mitigating risks related to consumer skepticism. Academically, this research contributes to filling the gaps in knowledge around AI's role in reshaping brand authenticity and trust frameworks within digital marketing. The outcomes for this study will assist practitioners and scholars in navigating the evolving dynamics of digital engagement by AI-generated brand personalities, fostering credible, effective brand communication with long-term consumer relationships in the emerging trends of digital marketing in the AI era.

Keywords- Artificial intelligence, AI-generated brand personalities, synthetic influencers, and Conversational AI.

1. Introduction

The recent innovation in this digital era of marketing has transformed the future of marketing with artificial intelligence. Artificial intelligence is integrated with many everyday applications, like digital assistants and chatbots, for answering consumer queries and also providing feedback for the products and services. With the innovations in artificial technologies, Artificial Intelligence (AI) has become a significant digital transformation in branding. AI-generated brand personality refers to the human-like AI traits, tone, and identity that an AI system expresses on behalf of a brand built by using Artificial Intelligence (AI), Natural language processing (NLP), and Computer-Generated Images (CGI) they deliver hyper-personalized marketing campaigns, operate 24/7 across multiple platforms and resonate with global audiences in diverse languages by aligning perfectly with a brand's tone, values and goals. Synthetic influencers are the AI-powered, computer-generated virtual personalities designed to interact with audiences or consumers over social media platforms, developed by using natural language processing(NLP) and computer graphics(CGI) that have unique personalities. From Lil Miquela, a virtual model, synthetic influencer with millions of Instagram followers, to Shudu, the first AI-generated supermodel, these digital personalities, collaborating with the top fashion brands, promoting products, engage with fans just like human influencers. These non-human interactions of digital entities merge entertainment, branding, and personalized interaction to promote the brands with unprecedented scalability, consistency, and control over the messaging (Jayasingh, Shivakumar, & Vanathaiyan, 2025).

The ability of these AI-generated brand personalities to deliver tailored communication in real time and maintain continuous engagements positions them as highly strategic and analytics tools for modern branding (Ju, Kim, & Im, 2024). AI and 3D modeling software enable the creation of ultra- realistic digital humans with complete facial expressions, emotions and even natural body movements, which can communicate with consumers and their fans on social media platforms in real time responding to Instagram comments, answering questions have unique tone and personality.AI generated brand personalities are being used to recommend products, shopping experiences, providing advices to consumers for various products and services. Authenticity meets automation through these hyper-realistic AI-based interactions that speak with a persuasive nature, and an attractive personality influences the consumers on a large scale. They never sleep, never get older, and their presence is entirely online, though

they have millions of followers and are contracted by leading brands in the fashion, beauty, tech, and lifestyle spaces. From social media updates to product releases, synthetic influencers interact with audiences, fans, and consumers to influence purchase intentions, but the artificial nature of these digital brand personas has raised critical concerns and questions about their authenticity, credibility, and the degree to which they can effectively foster trust and influence consumer decision making (Joshi, Lim, Jagani, & Kumar, 2023). With the growth of digital technologies, the thoughtful creativity and thinking qualities of humans have been suppressed, becoming a challenge in promoting the brand (Dencheva, 2024). AI-generated brand personalities like synthetic influencers, also known as virtual influencers, are computer-generated virtual representatives with human–like characteristics, attributes, and personalities interacting with their followers or consumers and working with brands on marketing initiatives through social media platforms, which enhances personalized experiences, enabling the customization of products and services through consumer preferences and purchase intentions. AI-generated brand personalities like conversational AI, chatbots, and virtual assistants answering customer queries, recommending products or services, and providing real-time feedback help in customer engagement in real time.

Simultaneously, the artificiality and manipulative non-human origins of these digital-based brand personalities raise questions about their authenticity, trustworthiness, and persuasive influence on consumer decision-making and purchase intentions. Accordingly, it also examines the conflict between the technology efficiency and the authenticity of humans.

Analyses the impact of brand association with AI-generated brand personalities, perceives consumer trust, and purchase intent. If the consumer perceives these AI brand personalities as artificial and manipulative, the effectiveness of intended marketing efforts may be affected.

Alternatively, if AI-generated brand personalities reveal dynamic trust, Trust is reflected in positive responses, constructive questions, long-term, effective engagements succeed in fostering trust with an emotional connection with brands, and have reshaped the widely accepted belief about long-held brand–consumer relationships.

Consequently, the purpose of this analytical study is to examine the influence of AI-generated brand personalities on consumer perceptions, attitudes, and behaviors to contribute to the theoretical understanding and managerial practice in contemporary digital marketing.

2. Literature Review

The previous research study exists in the influencer marketing brand communication, and human-computer interactions highlight the significance of consumer-brand engagement with perceived authenticity and credibility in fostering consumer trust and purchase intent. Several theories, like the Theories of credibility, highlight warmth and competence as primary factors in persuasive communication, where warmth reflects perceived friendliness, empathy, honesty, morality, whereas competence reflects expertise, intelligence, and reliability(Hovland& Weiss, 1951, p.637).In addition to other theories such as parasocial theory, which explains how repetitive exposure to media figures can create a sense of personal connection and relationship between consumers and these figures(Kartz, Blumler, &Gurevitch,1973, p 512). In today's digital era, AI-generated brand personalities present a novel challenge to these established frameworks, which can simultaneously evoke fascination due to their artificial nature of innovation and skepticism (Franke, Groeppl-Klein, & Muller, 2023). The study helps to examine the consumer responses and reactions while interacting with the AI-generated brand personalities over digital environments through social media posts provided by Synthetic influencers on social media platforms like Instagram and Conversational chatbots over websites provide positive feedback in real-time interactions, which impacts trustworthiness, loyalty, and consumer perceptions positively, while on the other hand, with their artificial nature raises the question of concerns about their artificial creativity effects consumer interactions negatively(Lou et. Al, 2023).

2.1 AI in Marketing Communication

Artificial intelligence has emerged with various innovations, such as machine learning algorithms and natural language processing, that have enabled brands empowered with AI for targeted advertising, chatbots, and virtual influencers or virtual brand ambassadors to transform and revolutionize the way businesses communicate with their consumers as compared to traditional marketing frameworks (Odetunde, Odejide, Edunjobi, & Ogundipe, 2024). These digital entities offer scalability and consistency. Nevertheless, their rising presence introduces novel challenges for authenticity and consumer response with the AI-generated brand personalities. They engage with their audiences with the integration of artificial intelligence, making marketing more intelligent, data-driven, and responsive to individual customer needs through personalization, automation, and consumer engagement (Truong& Ta, 2025).

Artificial intelligence is widely referred to as a system that exhibits intelligent behavior by assessing the environment and performing appropriate actions (Sheikh, Prins, & Schrijver, 2023, pp 20-22). AI-based brand personalities can be developed by adopting various technologies, such as machine learning, deep learning, physical robots, natural language processing, rule-based expert systems, and neural networks (Davenport, 2018, p.75). These AI algorithms are capable of creating realistic facial expressions, body movements, and voices, making the AI–based brand personalities influencers appear like humans. Some Examples of AI-powered technologies include robots, avatars, virtual bots, and touch-screen kiosks(Sung, Bae, Han, & Kwon, 2021). Among all of these AI-powered entities, AI-based virtual influencers and hyper-realistic avatars are fictional characters powered by AI. Synthetic influencers are becoming well-known virtual personalities on social media platforms.

The rapid advancement of Artificial Intelligence(AI), social media, and the metaverse has empowered marketers to create and utilize AI-based virtual influencers(VI), also known as Synthetic influencers, for promoting the activities of various brands (Horizon Grand View Research, 2023). Leading Brands like Red Bull, Calvin Klein, and Prada have influenced these AI influencers to endorse their products.

AI-generated brand personality refers to the human-like traits, tone, and identity that an AI system expresses on behalf of a brand. A synthetic influencer might portray a stylish, relatable personality, while a chatbot may adopt a friendly, helpful tone. The AI-generated brand personas are virtual representations of target audiences through AI and machine learning techniques, which are used to analyze a large set of data to predict consumer behaviors. These AI-based personalities influence the consumer engagement with brands by enabling businesses to personalize interactions, automate processes, and adapt marketing strategies effectively by cost minimization and personalized customer experiences with synthetic influencers and conversational chatbots.Also, AI synthetic influencers and conversational AI are reshaping consumer trust and purchase intentions by delivering credibility related to consumers' evaluation of brand trustworthiness. Their human-like interactions foster emotional resonance that helps customers engage with the brand emotionally and form parasocial relationships with brands. The research study highlights how factors such as credibility, anthropomorphism, and personalization quality of AI human interactions, transparency, and influence long-term consumer engagement, brand loyalty, and purchase behavior (Kim, D., & Wang, Z., 2024). As compared to human influencers, AI-generated brand personalities like synthetic influencers

offer a unique advantage, such as consistent availability, controllability and reduced risks negative publicity (Bohndel, Jastroff, & Rudeloff, 2023).

Quantitative studies investigate these parameters by utilizing surveys, experiments, and statistical analysis using analytical tools such as SPSS to analyze the impact of AI on customer satisfaction, consumer trust, and decision making increases purchase intentions. Overall, AI-generated brand personalities , synthetic influencers and conversational AI agents are transforming the emerging trends of personalized marketing by enabling deeper consumer brand relationships through powerful, data – driven , and engaging digital interaction with consumers or audiences for the long -term effective relationships.

2.2 Synthetic influencers

Synthetic influencers, also known as virtual influencers are AI-generated characters programmed to engage with audiences on social media platforms. Synthetic influencers are AI-powered, computer-generated virtual beings that act as social media personalities. They are created using 3D modeling, Computer generated imaginary (CGI) and AI algorithms often with teams of marketers and brand strategists behind them. They engage with audiences, promote brands, and influence consumer behavior. As compared to human influencers these digital entities provide brands with full control over messaging, appearances and interactions with the audiences or customers provide personalized recommendations, advices for various products and services for leading brands and industries ranging from fashion , tech, beauty and life style spaces. They have a millions of followers on social media platforms like Instagram often have a Instagram accounts with unique and attractive personalities. From interacts social media updates to product releases, synthetic influencers interacts with their followers, customers or audiences globally in the real time with 24/7 availability, have entirely online presence yet their interactions with the consumers influences consumer trust and purchase intentions. Some of the examples of Synthetic influencers with their country, followers ,posts, profile and brand collaborations. The below table presents the lists of well known and emerging AI synthetic influencers along with their follower counts.

Synthetic Influencer	Country	Followers	Posts	Profile	Brand Collaborations
Lu do Magalu	Brazil	69,00,000	2378	Unboxing videos and product reviews	Red Bull, McDonald's, Adidas
Lil Miquela	USA	21,00,000	1323	Musician and Style Visionary	Calvin Klein, Prada, BMW
Aitana Lopez	Spain	3,12,000	110	Fitness lover	Olaplex, Brandy Melville Spain, Intimissimi
Kyra	India	2,73,000	92	Model and Traveler	BoAt, Realme, Titian Eyecare
Naina AVT	India	3,95000	511	Fashion, Beauty, Fitness and Entertainment.	Fikaa

Table 1: AI brand personalities :- Synthetic influencers on Instagrams and their profiles

Further, studies have shown that synthetic influencers can achieve high levels of engagement due to their novelty and attractiveness in the designs, with unique personalities(Gerlich, M.2023) .However, consumer reception is mixed as some perceived that these virtual personas as innovative and trustworthy, while others express skepticism about their authenticity(Kim, Ki, Lee, & Kim, 2024).

2.3 Conversational AI Agents

Conversational AI are defined as AI- powered chatbots or voice assistants that allow customers to interact with a brand through natural conversation via text or voice. Chatbots on websites answering customers' queries like those powered by Chat GPT, developed by OpenAI in 2023,

utilize deep learning techniques and transformers to understand and generate human-like text-based chats and messages with the provided inputs. Conversational AI embedded as chatbots or voice assistants for personalized interactions and communication for better customer services and efficient consumer–brand interaction. Chatbots assist and support customers on websites, answering customers' queries like those powered by GPT or similar AI, and voice assistants like Alexa or Google Assistant are used to order products or get relevant information. The research indicates that users acknowledge conversational agents for real-time feedback and personalized messaging, which can enhance brand experience. However, trust issues arise if the particular users are not aware of who they are interacting with, whether it is AI or when the messages and responses appear as scripted, artificial, manipulative, or mechanical (Bohndel, Jastroff, & Rudeloff, 2023). Conversational AI interfaces in brand interactions built by using AI, NLP, and CGI, they deliver hyper- personalized campaigns, operate 24/7 across multiple platforms, and resonate with global audiences in diverse languages by aligning perfectly with a brand's tone, values and goals, loyalty, transparency significantly affect the willingness of consumers to trust and purchase intentions with these AI- based agents.

2.4 Consumer Trust and Authenticity

Trust is considered as the fundamental parameters in consumer brand relationship, it is the foundation for the consumer relationships with the brands and is associated with the perception of authenticity(Alboquami,2023). Without trust , engagement or purchase intent declines especially when the visibility of brand looks artificial with synthetic influencers and conversational AI chatbots. Authenticity refers to how genuine, honest and the real the AI-based brand personality engage with consumers communicating or promoting the brand with the persona traits such as empathy, transparency, and relatability just like human representatives.

With the advancements of AI driven personalities redefined these relationships as non human agents which can be perceived as artificial in nature have human like personas traits. Studies report that excessive artificiality may undermine trust, but well-crafted AI personas demonstrating human-like traits and transparent disclosure can maintain or even enhance consumer trust . (Koles, Audrezet, Moulard, Ameen,&McKenna, 2024), (Lou et al., 2023)

2.5 Purchase Intent and AI – Mediated Interaction

In the recent trend of the digital era, the impact of Artificial Intelligence with AI-generated brand personalities on purchase intent has become an emerging area of research for businesses.

Purchase Intent is a consumer's willingness to purchase a product or service based on their interaction with a brand or its representatives. Emerging evidence suggests that consumers who were exposed to AI influencers or conversational agents by engaging with trustworthy characteristics show higher brand affinity with strong emotional connections and positive relationship and purchase intention compared to those interacting solely with human influencers or conventional marketing(Ju, Kim, & Im, 2024),(Agnihotri, Chaturvedi, Tripathi, 2024). The ability of AI generated brand personalities like conversational chat bots to personalize recommendations and dialogue is key to influencing consumer decision-making positively, positive experiences with brand increase the influence on consumer trust and purchase intentions about products and services .AI -generated brand personalities, synthetic influencers are interacting with their audiences or consumers helps to recommend products, guide the shopping experiences and even provide the fashion styling advices for better customer engagement.

2.6 Ethical Implications

The developments of the AI-related technologies and these AI–based brand personalities generated by using artificial intelligence, machine learning, and deep learning have raised ethical concerns in consumer-brand interactions. Transparency about the AI nature of brand personality can impact the consumer perception for authenticity, trustworthiness, either positively by promoting honesty or negatively by raising concerns about their artificiality, potential manipulation, and data privacy. The various research studies have a discussion on this issue that consumers have the right to know about whether the interaction is AI-based or not, and give them a better understanding of how their data will be used, ensuring data privacy(Alboqami, 2023). The clear understanding of interaction with synthetic influencers and conversational AI chatbots has created responsible marketing practices, ensuring that AI respects consumer interactions and decision-making processes with full data security and privacy (Kim& Wang,2024). Ethical misconduct can cause negative consequences, which may result in credibility loss for the brand

2.7 Research Gaps

AI-generated brand personalities, such as synthetic influencers or virtual influencers, chatbots, and AI influencers, are becoming popular in the digital landscapes of marketing. They are not real; there is no real-world data. The existing research studies show how consumers react to them in the context of brand interaction, with emphasis on consumer acceptance of AI

interactions. There is a lack of studies that analyze authentic consumer expressions, things, and people say without being asked, like Instagram comments or chatbot interactions, which are often more honest and have high emotional connections. The digital environments where consumers engage are social media platforms, Instagram comments on posts by synthetic influencers reflect spontaneous emotional reactions, perceptions, and trust, and AI Conversational logs like chat transcripts with customer service bots reveal how consumers interact with AI in a service context, including satisfaction, frustration, and purchase intent. There is limited research that explores how consumers actually perceive and react to these AI-driven brand personalities in real-world environments. There is a notable research gap concerning how AI-generated personalities are strategically designed to influence the entire long-term brand relationship cycle, from initial awareness through trust building to fostering loyalty. Addressing this gap by examining unsolicited, authentic consumer responses in natural digital spaces like Instagram comments and Conversational chatbot conversations is crucial for long-term, effective consumer engagement with brands. Bridges the gap between emerging AI-generated brand personalities powered by AI technologies and consumer expectations in branding, making a deeper understanding of how AI affects trust, authenticity, and brand engagement, which is important for digital marketing practices, helping companies enhance customer experiences, loyalty, and sustained consumer engagement globally.

2.8 Innovation in the study

The innovation of this study is characterised by its integration with multiple disciplines, which address issues informed by AI psychology, cross-cultural marketing, and human-machine trust theory to offer a deeper understanding of AI brand personalities. As compared to previous research that often asks whether AI is effective in marketing, this study raises on the complex question of what kind of AI brand personality resonates best with which consumer segments, under what circumstances, and why (Truong &Ta, 2025). This shift enables marketers to move beyond superficial engagement metrics and delve into deeper psychological and cultural factors influencing consumer behaviour.

A key innovation is the development of the synthetic influencers designed with human-like traits that have charm, tone, and identity to influence consumers through AI technologies, with considering various factors on consumer trust and purchase intent allows the brand to assess the long-term effectiveness of AI -generated brand personalities in building enduring

customer relationships, providing more strategic insights into the sustainability of AI-driven marketing efforts(Agnihotri, Chaturvedi, & Tripathi, 2024).

Addressing the increasing skepticism about AI-generated brand personalities is another important aspect. The increase in the use of artificial intelligence tools in various applications in everyday life has made consumers aware of the manipulative content or artificiality. The authentic use of these digital personalities creates credibility rather than reducing trust in consumer–brand interactions(Lou et.al, 2023). Ethical and transparent use of artificial intelligence in branding can influence consumer trust rather than skepticism (Alboqami, 2023).

The similar human-like traits help in designing AI-generated brand personalities that align closely with consumer expectations and preferences, thereby boosting effectiveness (Kim, Ki, Lee, & Kim, 2024).

Trust is another aspect that is also examined, namely how AI-generated brand personalities like synthetic influencers or virtual influencers ensure trust with following errors or misinformation, compared to human influencers or human brand representatives. To understand these parameters is vital for managing the brand reputation, consumer engagement, and ensuring resilience in AI–driven interactions(Franke, Groeppel-Klein, & Muller, 2023).

The proposed research study explores the sentimental attachments that explore the consumer reaction or responses on platforms like Instagram, where synthetic influencers communicate with audiences in real time responding to comments, answering questions have unique tone and personalty provide the insights to measure the emotional attachment or brand affinity with AI – generated brand personalities versus human -brand representatives over multiple marketing campaign simultaneously. This exploration highlights the capacity of AI – generated brand personalities to build the effective long -term consumer-brand relationships to build lasting emotional bonds with consumers driving loyalty and consumer retention (Stein, Breves, &Anders, 2024).

2.9 Practical Implications

The practical implications of this research are significant for brands seeking interaction relationships with the advancements of artificial intelligence in marketing to effectively include AI – generated brand personalities into marketing strategies. The study provides the evidence based insights that suggests the brands in creating AI- generated brand personalities that are perceived as authentic and relatable, which is crucial for genuine connections with

consumers. Brands are turning to use AI-generated brand personalities powered by artificial intelligence, enabling brands and businesses to leverage the emerging innovation in AI to help in long-term consumer engagement and brand reputation. These AI personalities won't make controversial statements or damage a brand reputation(Hwang, Zhang, Liu& Srinivasan, 2024)

3. Present Study

The present study aims to examine the consumer reaction and responses while interacting with AI-generated brand personalities and provide an understanding of consumer perceptions, attitudes, and behaviors. AI- generated brand personalities across two specific domains, synthetic influencers and conversational AI built using the artificial intelligence(AI), natural language processing(NLP) and computer graphics(CGI) interacts with their followers or audiences promoting a brand over social media platforms deliver hyper personalized campigns, available 24/7 across and resonate with global audiences with the diverse langugages (Basha, 2023). The study analyzes the impact of AI-generated brand personalities, synthetic influences help in promoting the brands that impact consumer trust and purchase intentions, helping brands make long-term, effective customer relationships (Pan, Blut, Ghiassaleh, & Lee, 2024).

3.1 The Shift to AI-Generated Brand Personalities

AI–generated brand personalities, synthetic influencers are entirely computer-generated, allowing companies greater control over their messaging, appearance, and behavior, unlike traditional human influencers (Mrad, Ramadan, &Nasr, 2022). Conversational AI agents provide real-time consumer–brand interactions, enhancing long-term consumer engagement These innovations promise scalability, consistency, and cost-efficiency, but they also raise critical questions about authenticity, trustworthiness, and the emotional resonance of AI-driven interactions (Oliveria& Chimenti, 2021)

The transition from human influencers to AI synthetic influencers on social media marks a significant evolution in how brands engage with consumers through personalized digital personas. AI synthetic influencers are created by using advanced AI technologies designed and managed by creative teams, distinguishing them from human influencers who rely entirely on authentic human experiences and personal stories (Audrezet& Koles, 2023). One of the key challenge that AI synthetic influencers face is the perceived lack of genuine emotions and authenticity. There is absence of human touch; their presence is entirely online, which can potentially undermine consumer trust and credibility perceptions (Liu& Zheng, 2024). This is

important because trust heavily influences follower engagement and purchase intentions (Cosenza, Solomon, & Kwon, 2015).

Despite concerns, research indicates that consumers follow AI synthetic influencers nearly as much as human influencers, and these AI-based brand personalities can generate comparable positive brand attitudes, word-of-mouth promotion, and purchase intentions (Lou& Yuan, 2019). AI-based synthetic influencers offer several advantages over their human counterparts, including constant availability, complete control by the managing team, and reduced risks related to negative publicity or scandals (Gerlich, 2023). Their ability to deliver engaging, creative, and visually striking brand presentations enhances their appeal and effectiveness (Kim, Shoenberger, Kim, Thorson, & Zihang, 2024). In the context of AI brand personalities, synthetic influencers and conversational agents are reshaping consumer trust and purchase intent by offering novel ways to interact with brands. Synthetic influencers craft unique digital personalities that can consistently embody a brand's values and story, while conversational agents provide personalized, responsive engagement (Aldous, Salminen, Farooq, Jung, & Jansen, 2024). This combination helps build a new form of consumer trust, one based on consistent, controlled, and innovative brand interaction rather than traditional human

Characterstics	**Human influencers**	**AI Brand Personalities & Synthetic Influencers**
Origin	Real human	Artificially created persona using advanced algorithms,machine learning,
Appearance	Limited by natural personal traits	Unlimited options to design characteristics tailored to brand requirements
Emotions	Exhibits genuine emotions, influenced by positive or negative emotional behaviors	Lack own emotions; behavior is stable and not driven by emotions

Credibility	Based on personal knowledge and independent opinions	Interactions seem genuine through personalization; credibility depends,on AI's information processing and elaborationon AI's information processing and elaboration
Efficiency	Dependent on human capacity and presence	Efficiency depends on AI information processing programs

relatability.

Table 2: Characterstics of AI rand personalities and synthetic influencers

This table highlights how AI brand personalities and synthetic influencers allow brands to create highly customizable, consistent, and controlled digital personas that differ fundamentally from human influencers in emotional expression and operational efficiency.

Brands increasingly favor AI influencers over human ones for reasons such as the novelty of storytelling, precise control over the influencer's appearance and behavior, and potential cost savings (Sands, Campbell, Plangger, & Ferraro, 2022). These factors contribute to reshaping consumer perceptions, making AI brand personalities a powerful tool in influencing purchase decisions.Table 2 further illustrates the distinctive qualities of AI brand personalities compared to human influencers, highlighting how synthetic digital personas are redefining consumer-brand relationships in the digital age.

3.2 Problem Statement

The use of artificial intelligence encompasses a wide range of technologies, such as natural language processing(NLP), Machine learning, deep learning, and computer graphics and images (CGI), and many other technologies impact the interaction of AI-generated brand personalities, The problem stated in this study is that how these AI – generated brand personalities like synthetic influencer and conversation AI like chat bots influence consumer trust and purchase intent. While AI-generated brand personalities offer novel opportunities, they simultaneously challenge existing frameworks of consumer-brand relationships.

This analytical study analyses the consumer perception and consumer reactions or responses while interacting with AI-generated brand personalities, which affect the long-term consumer relationships for the brand. Synthetic influencers or virtual influencers are virtual personalities developed by using artificial intelligence and can interact with consumers via social media platforms like Instagram, having millions of followers, and becoming more popular, but due to their artificiality and lack of human interventions, this leds to causes discomfort and skepticism. Conversational AI is an AI-powered chatbot or voice assistant that allows customers to interact with the brand through natural conversation via text or voice, providing real-time feedback, personalized recommendations, and making the consumer–brand relationship more efficient, influence credibility and trustworthiness with positive responses and feedback. The consumer–brand engagement of these brand personalities in two different environments, one is on social media platforms like Instagram, where Instagram comments on the posts by synthetic influencers reflect the emotional reactions, perception, and trust in real-time interactions. AI Conversational logs, like conversational transcripts with customer service bots in service-oriented environments or over websites, provide an understanding of satisfaction, trust, and frustrations with positive or negative feedback influencing the consumer sentiments and behaviour.The study is used to examine the consumer engagements with the brand through interactions with these generated brand personalities that foster trust and influence purchase intention, helping companies to enhance consumer experiences and consumer engagement globally with emerging innovation in artificial intelligence in the digital landscape of marketing guiding marketers and policy makers to create AI – generated brand personalities for their brands, products and other business processes ethically.

3.3 Significance of the Study

This study is significant because it provides a insights of creating and implementing AI-generated brand personalities for marketers, businesses, and leading brand companies on how to effectively use synthetic influencers and conversational AI for consumer brand interactions in real time by focusing on real consumer reactions and responses like Instagram comments and chatbots in digital environments over various platforms to influence consumer trust and purchase intentions in the emerging trends of digital marketing with growing adaptation of artificial intelligence in consumer engagement. It also provides practical recommendations for brands for the ethical use of artificial intelligence while interacting with AI-generated brand personalities in branding, which helps in long-term, effective consumer relationships.

3.4 Research Objectives

1. Identify discourse cues in social media and conversational transcripts that signal trust or skepticism toward AI-generated brand personalities.

2. Examine how disclosure(eg, explicit statement of AI nature) and persona traits(warmth/competence shape consumer sentiment.

3. Compare engagement behaviours such as advocacy, inquiry, ridicule, or boycott calls across AI-generated and human brand representatives

4. Analyse the impact of brand association with AI-based brand personalities on perceived credibility and purchase intent.

1. Identify Discourse Cues in Social Media and Conversational Transcripts Signaling Trust or Skepticism Toward AI-Generated Brand Personalities

The first objective of this study is to analyze the subtle verbal and textual signals consumers employ when interacting with AI-driven brand figures on platforms such as social media and chatbots. Discourse cues including word choice, tone, sentiment, and expressions of confidence or doubt provide critical insights into underlying consumer attitudes. For instance, positive language and endorsing phrases often signal trust, whereas sarcastic comments or questioning tones reveal skepticism or wariness(Stein, Breves, & Andres, 2024). Understanding these cues is vital, as trust is a decisive factor in consumer acceptance of AI personas(Alboqami,2023)

On social media, cues may take the form of language tone, choice of words, emotional expressions, emojis, or engagement types (e.g., endorsements, questions, criticism). For example, comments such as *"This AI is so helpful!"* indicate trust, while remarks like *"Feels fake who is really behind this?"* reflect skepticism. Emojis also serve as important indicators: enthusiastic symbols (e.g., 👍 😊) typically convey trust, while questioning or doubtful emojis (e.g., 🤔 👀) may express suspicion (Lou et al.,2023)

Similarly, conversational transcripts between consumers and AI brand personalities reveal dynamic trust signals. Trust is reflected in positive responses, constructive questions, and ongoing engagement, such as *"Thanks, that advice really helped!"*. By contrast, skepticism emerges through hesitant or doubtful language, repeated clarifications, or explicit concerns such as *"Are you sure this is correct?"* (Franke, Groeppel-Klein, & Muller, 2023). These discourse patterns enable brands to identify where AI personas succeed in building confidence

and where they fall short, informing improvements in communication style, transparency, and personalization.

Practical evidence also shows that transparency mechanisms, such as Microsoft displaying responder names and real-time Twitter feeds, enhance credibility, while the absence of clear identity disclosure in other brand interactions leads to consumer doubt(Koles, Audrezet, Moulard, Ameen, & McKenna, 2024). Thus, identifying and analyzing discourse cues is a crucial step for brands to strengthen trust and refine consumer engagement strategies in AI-mediated contexts.

2. Examine How Disclosure and Persona Traits Shape Consumer Sentiment

The second objective of this study investigates how disclosure of AI identity and persona traits, such as warmth and competence, shape consumer attitudes toward AI brand personalities.

AI Disclosure

AI disclosure refers to explicitly informing consumers that they are interacting with an artificial system rather than a human. Prior studies suggest that disclosure promotes transparency and strengthens consumer trust, as it signals honesty and accountability (Alboqami, 2023). Ethical frameworks also highlight disclosure as an obligation for brands seeking to foster responsible AI adoption(Truong& Ta, 2025). For example, fashion and retail brands such as H&M emphasize transparency in AI-driven engagement, thereby enhancing accountability and long-term trust.

However, disclosure can also diminish perceived authenticity. Consumers often associate AI personas with a lack of creativity, empathy, or emotional depth, which may reduce brand credibility and purchase intentions (Ju, Kim, & Im, 2024). This “authenticity gap” means disclosure strengthens ethical transparency but risks undermining emotional connection when consumers perceive the AI as insufficiently human-like (Lou et.al, 2023).

Furthermore, the impact of disclosure varies: established brands may suffer greater reductions in authenticity perceptions upon disclosure, while AI-literate consumers may demand transparency but scrutinize AI usage more critically (Hwang, Zhang, Liu, & Srinivasan, 2024).

Overall, disclosure is a double-edged sword: while necessary for ethical engagement, it must be carefully designed to balance transparency with the preservation of perceived authenticity and emotional resonance.

Persona Traits: Warmth and Competence

Warmth and competence are foundational dimensions of social perception, shaping trust and behavioral responses to both humans and AI systems (Hovland & Weiss, 1951).

- Warmth reflects perceived friendliness, empathy, honesty, and morality. Warm AI personas, such as customer service bots that demonstrate patience and kindness, encourage users to feel valued and supported, thereby fostering relational trust.
- Competence reflects expertise, intelligence, and reliability. Competent AI personas, such as financial advisory chatbots delivering accurate recommendations, reinforce perceptions of professionalism and dependability.

Research consistently finds that AI personalities perceived as both warm and competent generate the most favorable consumer outcomes, enhancing trust, engagement, and purchase intentions (Kim& Wang, 2024; Liu & Zheng, 2024). Warmth builds emotional bonds and signals benevolent intent, while competence assures effectiveness and credibility. When combined, these traits maximize consumer acceptance of AI brand personalities, fostering stronger loyalty and long-term brand equity (Pan, Blut, Ghiassaleh, & Lee, 2024).

Table3: Warmth and Competence of AI Brand Personalities

Trait	**Focus**	**Key Attributes**	**Consumer Impact**	**Example**
Warmth	Intentions & friendliness	Friendly, trustworthy, sincere	Builds trust, emotional connection	Empathetic customer service chatbot
Competence	Ability & reliability	Skilled, intelligent, confident	Builds credibility, perceived reliability	Efficient AI virtual assistant

The above table shows the traits warmth and competence with their key attributes , how these traits impact the consumer trust and purchase intentions of AI based brand personalities with synthetic influencers and conversation agents. Warmth helps consumers feel that the AI persona cares about them, while competence assures them the AI is capable of assisting effectively. Both traits are crucial in designing AI brand personalities that resonate positively with consumers.

3. Compare engagement behaviours such as advocacy, inquiry, ridicule, or boycott calls across AI-generated and human brand representatives.

The third objective of this study focuses on examining how consumers interact with AI-generated brand representatives, such as virtual influencers and conversational agents, in comparison to human brand ambassadors. Engagement behaviours encompass diverse consumer actions including advocacy, inquiry, ridicule, and boycott calls. Advocacy occurs when consumers actively promote a brand by sharing positive experiences, recommending products, or defending the brand in discussions. For instance, reposting a virtual influencer's content or praising the responsiveness of an AI chatbot exemplifies advocacy behaviour(Jones and Lee, 2022). Inquiry refers to situations in which consumers seek additional information about products, services, or the brand itself, often engaging AI agents for clarifications or personalized recommendations in the same way they might interact with human representatives (Yang & Lin, 2024). Ridicule, on the other hand, is observed when consumers use sarcasm, humour, or criticism directed at the brand persona. AI-generated characters may attract ridicule if their responses appear awkward, mechanical, or fail to interpret context, while human representatives may be ridiculed for mistakes or perceived incompetence (Gutuleac, Baima, Rizzo, & Bresciani, 2024). Boycott calls represent a stronger form of consumer disengagement, where individuals urge others to avoid a brand, often in response to ethical concerns or failures. In the context of AI personas, boycott calls may stem from apprehensions about transparency, privacy risks, or over-automation, while for human influencers, such reactions are often linked to scandals or misconduct (Zeqiri et al., 2024). Studying these behaviours comparatively between AI and human brand representatives allows for an understanding of consumer preferences, levels of trust, and critical attitudes, highlighting the strengths and vulnerabilities of both types in shaping engagement and managing brand reputation.

4. Analyse the impact of brand association with AI-based brand personalities on perceived credibility and purchase intent.

The fourth objective of this study analyzes the impact of brand association with AI–based brand personalities on perceived credibility and purchase intent. Perceived credibility refers to the degree to which a human representative or an AI-based virtual representative is perceived as trustworthy, competent, and knowledgeable by the consumer. The use of AI-generated brand personalities by leading brands while enhancing credibility provides more innovative, efficient, and technological progression(Hoffmann, Lasarov,& Dwivedi, 2023). However, credibility

may be undermined when an AI association is seen as superficial, inauthentic, or insufficiently transparent, leading consumers to perceive the brand as opportunistic or lacking integrity (Bohndel, M., Jastorff, M., & Rudeloff, C., 2023). Purchase intent, by contrast, reflects the extent to which consumers are motivated to buy from the brand as a result of their experiences with AI-driven personalities. Positive encounters, such as receiving accurate recommendations from chatbots or engaging storytelling from virtual influencers, have been shown to increase willingness to purchase (Kumar, Rayne, Salo, & Yiu, 2024). Conversely, concerns about AI's reliability, over-automation, or the absence of a human touch can negatively affect consumer purchase decisions

(Rahman et al., 2023). By analyzing consumer responses across digital platforms, this objective provides nuanced insights into how AI-driven entities influence credibility perceptions and purchasing behavior, thereby offering valuable guidance for brands aiming to balance technological innovation with consumer trust and satisfaction.

3.5 Research Questions

1. What verbal or visual cues in user discourse reveal trust or skepticism toward AI-generated brand personalities?

2. How do AI disclosures and perceived persona traits influence consumer sentiment?

3. What patterns are required in engaging behaviour between AI-generated and human representatives?

4. How does a brand represent the AI-generated content that affects credibility and purchase intent?

The research questions provide a study to represent the issues that are not represented in the current scenario of the utilization of artificial intelligence technologies in marketing. The question of what verbal or visual cues in user discourse reveal trust or skepticism toward AI-generated brand personalities? Seeks the verbal and visual cues used that reveal consumers' trust and skepticism. Verbal cues is defined as the way of messaging over social media platforms, including language tone, sentiments, choice of words, and expression that build satisfaction, confidence, and emotional responses, engaging the customers with brands emotionally. Visual cues, on the other hand, use of emojis, graphics, images, GIFs, or images that convey the message enhance criticism, a sarcastic nature. These messaging variables used over social media and other digital platforms provide the understanding of how consumers

react and respond to the interaction of AI-generated brand personalities, helping the brand to communicate effectively and enhance long-term customer relationships.

2. The question arises: How do AI disclosures and perceived persona traits influence consumer sentiment? Explores the understanding of these dynamics with AI-generated brand personalities with the persona traits warmth and competence that greatly affect the emotional engagement while interacting with the consumers. With the positive sentiments and no presence of human touch, synthetic influencers or virtual influencers have their presence entirely online, influencing negative sentiments due to their artificial and manipulative nature.

3. The other important question that is asked is What patterns are required in engaging behaviour between AI-generated and human representatives? The question examines how effectively users and consumers emerged in the different patterns used for the consumer-brand engagement by AI-generated brand personalities or virtual representative responses, or solved the queries on multiple platforms in the digital environment, whereas human representative which have real existence connects with the users and customers as per requirement in the real-world environment.

4. This question: How does a brand represent the AI-generated content that affects credibility and purchase intent? explores how brands are represented by AI-generated brand personalities, which influence consumer trust and purchase intentions.

4 Methodology

4.1 Research Design

The research design is conducted by collecting data and using a structured sampling strategy to investigate the consumer interaction with the AI-generated brand personalities. Sampling strategy is designed to study consumer responses and consumer perception by selecting the 5-8 public Instagram profiles of synthetic influencers who interact with consumers or audiences for beauty, fashion, technology, and travel, with 20- 40 Instagram comments. Correspondingly, matched human influencers from the same niches will be chosen, with careful alignment on follower counts, content style, and posting frequency to ensure fair comparison. For conversational AI, the sample size includes 20- 30 brand-operated AI chat interfaces, encompassing customer support bots and marketing chat flows, reflecting the varied applications of AI in direct consumer interaction. The post and interaction selection comprises 8 to 12 Instagram posts per influencer with both sponsored and organic content to capture

different engagement contexts, while the conversational AI data set includes 30 to 50 anonymized chat transcripts covering sales inquiries, complaints, and feedback to represent typical customer intents.

Data collection for Instagram will involve capturing comments through screenshots or anonymized text extraction, coupled with important post metadata such as posting dates, likes and comment counts, hashtags, AI disclosure status, brand mentions, media type (e.g., image or video), and the follower count of the influencer's account. For conversational AI, anonymized transcripts will be collected, including timestamps, interaction duration, disclosure status regarding AI, and outcomes like successful sales, follow-up queries, or disengagements. Ethical considerations are foundational to this process; only publicly available content or data obtained with explicit consent will be used.

4.2 Sampling Strategy

The sampling strategy for synthetic influencers selects the 8- 12 comments per influencers from for beauty, fashion, technology, and travel, with 20- 40 Instagram comments.Regarding post and interaction selection, the research includes 8 to 12 Instagram posts per influencer, encompassing both sponsored content and organic posts. This approach captures a wide spectrum of consumer engagement contexts, from direct brand advertising to natural influencer messaging. For conversational AI, a collection of 30 to 50 anonymized consumer chat transcripts is analyzed, covering varied intents such as sales inquiries, complaints, and general feedback, ensuring a representative sample of real-world consumer interactions with AI agents.

4.3 Data collection

Data collection for this study involves gathering consumer interaction data from two primary sources: Instagram and conversational AI platforms. For Instagram, data will be collected by capturing user comments through screenshots or anonymized text extraction, accompanied by relevant post metadata such as the date of posting, number of likes and comments, hashtags used, disclosure status of AI involvement, brand mentions, media type (image, video, etc.), and the follower count of the influencer account. This comprehensive data set enables detailed analysis of consumer engagement and sentiment in response to both synthetic and human influencers.

For conversational AI, anonymized chat transcripts will be collected, including key details like timestamps, the length of interactions, whether AI disclosure was made during the

conversation, and the outcome of the interaction such as a successful sale, follow-up inquiry, or customer disengagement. This data provides insight into real-time consumer experiences and responses to AI-driven brand interactions.

Ethical considerations are of paramount importance in this data collection process. Only public content or data obtained with explicit consent will be utilized, ensuring respect for user privacy and compliance with data protection regulations. All personally identifiable information will be anonymized and securely stored to protect the confidentiality of participants while allowing for meaningful analysis.

4.4 Analysis Plan

The analysis plan includes content analysis with Instagram comments and AI conversation transcripts, and comparative analysis to compare the consumer reaction with AI-generated brand personalities or virtual representatives compared to human representatives. The analysis will also involve thematic clustering to identify recurring discourse patterns , such as 'AI suspicion jokes,' 'brand trust building,' or 'aesthetic admiration, ' within consumer interactions. This process groups similar themes and expressions to reveal common narratives and attitudes toward AI-generated brand personalities. For example, clusters may emerge around patterns such as “AI suspicion jokes,” where consumers use humor or sarcasm to express doubt about AI authenticity, “brand trust building,” highlighting conversations that show growing confidence and positive endorsement of the AI persona, or “aesthetic admiration,” which captures appreciation for the visual appeal and design of synthetic influencers. Identifying these thematic clusters helps to deepen the understanding of how consumers collectively perceive and respond to AI personas, offering nuanced insights into the social dynamics and emotional tones that characterize consumer discourse in digital marketing contexts.

4.5 Expected Outcomes

The study is expected to provide valuable outputs on the interactions of AI-generated brand personalities with their users or consumers. Side-by-side word clouds generated from Instagram comments and conversational AI transcripts will illustrate the most frequently used terms and expressions, offering an immediate visual comparison of discourse across social and conversational platforms. Additionally, quote banks will be compiled using anonymized examples from both comments and chat transcripts to vividly showcase representative statements for each major theme identified in the analysis. Finally, the research will culminate in practical recommendations for brands, providing actionable guidance on how to effectively

deploy AI-generated personalities in marketing while fostering genuine trust and engagement with consumers.

5. Data Analysis/ Discussion

In this study, we used a mixed-method approach. Mixed methods is a research approach in which researchers collect and analyze both quantitative and qualitative data for the same research study. In this study, we employed a mixed–method approach including consumer surveys through questionnaires and experimental designs which includes consumer perceptions, attitudes, and behavioral intentions with the immediate responsive reaction by consumers while interacting with the AI- generated brand personalities personas in comparison of human influencers.

5.1 Quantitative Data Analysis

The quantitative data analysis is used to identify the consumer responses with the emerging trends of AI generated brand personalities that influence the consumer trust and purchase intent by interacting with synthetic influences on social media platforms through social media posts and comments and conversational AI chat bots for the queries and feedback responses about product and services.

The collected data through questionnaire and survey responses will be first analyzed as descriptive to understand the trends in consumer responses to AI-generated brand personalities. Statistical test done by using statistical tool SPSS with regression analysis to examine the relationship, between perceived authenticity, trust, and purchase intention. It is anticipated that higher perceived authenticity and trust developed while interacting with AI generated brand personalites will be positively correlated with the increase purchase intent.

Differences between consumer responses to synthetic influencers, conversational AI, and human brand representatives will be compared using analysis of variance (ANOVA) tests to explore variations in effectiveness for the long term customer- brand interactions.

5.2 Qualitative Data Analysis

The research study applied an innovative qualitative research method netnography adapted in the emerging digital trends of marketing in the online environment to understand the social media interactions and online communications. It involves the systematic observation and analysis of social interactions and data to understand the consumer behavior within the digital

environments like social media platforms, online forums , chat rooms and other digital communication spaces provides unique opportunities to gain deep understanding of consumer experiences or consumer perception while interacting with the AI- based brand personalities like synthetic influencers with Instagram comments and social media posts and Conversational AI , chatbots on websites answering the customer queries influences how consumer relate to the brand thus helps in consumer decision making by enabling trust and purchase intent. The analysis leads to study digital trends, cultural phenomenon , consumer preferences, brand perceptions and social interactions that unfold on platforms like Instagram. Data collected from the online discussions, social media posts, and other digital means are systematically analyzed to identify themes, patterns, and meanings.

5.3 Interpretation and Theoretical & Managerial Implications

The study is used to analyse the impact of consumer-brand interactions with AI-generated brand personalities on consumer trust and purchase intent. If the consumer perceives these AI-generated brand personalities as artificial and manipulative, the long-term effectiveness of consumer engagement for brands may be affected. Alternatively, AI-generated brand personalities, while interacting with consumers, influence consumer trust and purchase intentions, with positive responses, solving queries, personalized recommendations, and providing advice for products and services, helping brands and various business processes in maintaining long-held consumer relationships. The purpose of this analytical study is to examine the influence of AI-generated brand personalities on consumer perception, attitudes, and behaviors to contribute to theoretical understanding and managerial practice in contemporary digital marketing in the digital era of artificial intelligence used in marketing.

6. Limitations and Delimitations

6.1 Limitations

1. Technological advancements- With the rapid advancements in technology, using artificial intelligence, AI-generated brand personalities that are created by using artificial intelligence and other various technologies have limited access available only on digital environments, as the ongoing innovation in artificial intelligence becomes outdated over time.

2. Generalization of Sample- This limitation generalized the findings of the study, which primarily focused on interactions of the users, the age group of 18- 45, who are more active on digital platforms with AI-generated brand personalities, like synthetic influencers, who interact

with the tech-savvy, young generations on social media platforms, rather than the more adult and older customers who are less aware of the digital environments, who prefer a human representative rather than digital personalities for purchasing products and using the services, this limits the consumer perception, attitudes, and behaviour due to a lack of technological awareness and use of social media over digital environments provides the conclusions only from the tech savvy and social media users who can easily interact with AI – generated brand personalities.

3. Dedicated platforms-The study focuses only on the digital environments for the consumer–brand interactions rather than the real natural environments. AI-generated brand personalities have their presence entirely online and interact with their audiences or consumers over social media platforms, specifying the availability of AI-generated brand personalities, synthetic influencers, and conversational AI with the dedicated platforms used by brands for promoting their products and services, resulting in interaction of consumers in a specific marketing domain with the use of artificial intelligence for consumer relationships.

4. Responses from the survey- The key limitation in the study with the responses from the survey may affect the result and findings, as there is no real data on AI-generated personalities; users were less engaged with these personalities, and had a lack of understanding about these personalities, which provides biased responses.

6.2 Delimitations

1. Digital interactions with an AI-generated brand personality – The scope of this study focuses only on an AI-generated brand personality, like synthetic influencers and conversational AI interacting with customers over digital platforms. The emerging trends of using AI technologies play a vital role in digital marketing. Examining how these AI-generated brand personalities interact with customers over social media platforms globally in real time allows for examination of the consumer engagement, consumer trust, and purchase intent related to AI-generated brand personalities.

2. Specific key factors- The proposed research study focuses only on consumer trust and purchase intent as the key factors to understand the consumer-brand relationship with AI-generated brand personalities. These are the critical factors of consumer attitude and behaviour. Other important key factors, like brand loyalty and emotional attachment, are out of the scope of the study. These selective key factors provided the limited consumer experiences.

3. Geographic Region-The study is based primarily on the AI-generated brand personalities with specific domains of marketing where these personalities are adopted and implemented for branding. The region or countries where AI technologies are less prevalent or in the emerging phase are not included in the study. The AI-generated brand personalities are used by the brand that has adopted artificial intelligence technologies, with the growth of artificial intelligence in the market for promoting products and services. The regions tha have limited adoption of AI-based technologies may not be represented in the study, which limits the global generalizability of findings.

7. Work Plan

Proposal Development (Months 1- 3; Weeks 1- 12)

During this initial stage, the focus is on defining the research scope, objectives, and questions clearly. Activities include conducting a comprehensive literature review to contextualize the study, refining the research design and methodology, and identifying target samples such as synthetic influencers, human influencers, and conversational AI platforms. Ethical considerations and data privacy protocols are planned, and necessary approvals or institutional review board (IRB) submissions are prepared. The aim is to create a solid research proposal that serves as the foundation for subsequent work.

Instrument Design (Months 4 -6; Weeks 13 -24)

This stage involves developing and testing the research instruments and frameworks required for data collection and analysis. Tools for capturing Instagram comments, metadata, and conversational AI transcripts are designed and piloted. The coding framework based on initial deductive codes is drafted, and procedures for anonymization and secure data handling are established. During this time, pilot testing is conducted to validate the efficiency and reliability of tools, and adjustments are made based on pilot feedback to ensure smooth data collection in the next phase.

Data Collection (Months 7 -14; Weeks 25- 56)

The longest phase, data collection, entails gathering a comprehensive dataset for analysis. Systematic retrieval of Instagram posts, comments, and associated metadata from both synthetic and human influencers is conducted. Simultaneously, conversational AI interaction logs from brand-operated chatbots are collected and anonymized. Data integrity and participant privacy are prioritized throughout. This extended period allows sufficient time to capture a

representative and diverse sample across different platforms, user demographics, and interaction types.

Data Analysis (Months 15- 22; Weeks 57 88)

At this stage, collected data is organized, cleaned, and prepared for in-depth analysis. Researchers apply the coding framework, refining themes inductively to capture emerging discourse patterns and consumer sentiments. Both quantitative methods (such as frequency counts, sentiment analysis through manual coding and NLP tools) and qualitative thematic analysis are utilized. Comparative analysis between AI and human brand representatives is performed, alongside the creation of visual outputs like heat maps, word clouds, and thematic maps, which illustrate key findings and patterns.

Writing (Months 23- 32; Weeks 89- 128)

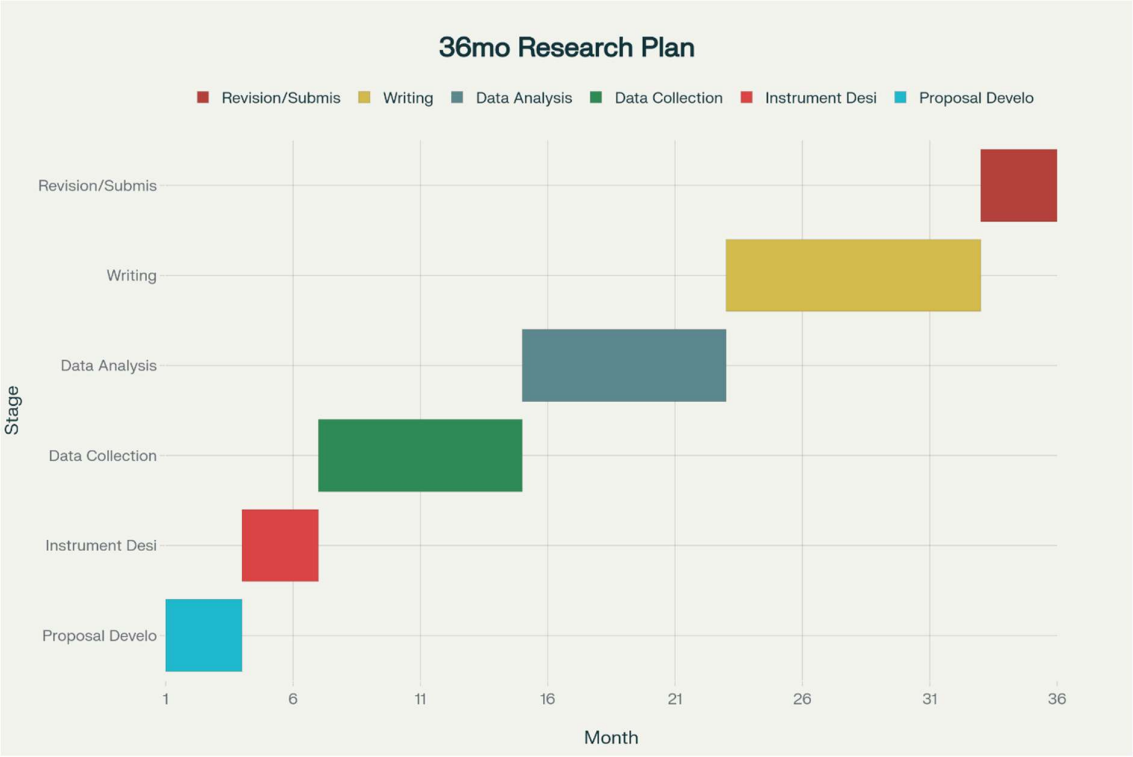
The intensive writing phase synthesizes research findings into a coherent narrative. Detailed reports, academic papers, and practical recommendations are drafted, integrating quantitative results with qualitative insights. This period includes multiple rounds of drafting to articulate the contributions clearly and to tailor outputs for both scholarly and industry audiences. Visual materials and illustrative quotes are incorporated, and the discussion highlights implications for brands, policymakers, and future research directions.

Revision and Submission (Months 33- 36; Weeks 129 -144)

The final stage focuses on reviewing and polishing the written work. Feedback from peer reviewers, advisors, or collaborators is integrated to improve clarity, rigor, and impact. Formatting and adherence to submission guidelines for journals, conferences, or industry reports are finalized. Completed manuscripts and materials are submitted for publication or presentation. This stage may also include preparing supplementary materials such as executive summaries, presentations, or webinars to disseminate the research to wider stakeholders.

This month-by-month, week-by-week plan ensures a structured and comprehensive progression through all phases of the research, facilitating thorough exploration and effective communication of the study on AI-generated brand personalities.

Gantt Chart: 36-Month Research Work Plan Timeline



Gantt Chart:36- Month Research Work Plan Timeline

This chart visually represents each major stage of the research study from proposal development to final revision and submission, distributed across the 36-month time frame.

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